Vidal-Boiron Louis 2C
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Summary of a CNN article on Nike's new slogan.

Nike is very involved in the fight against bigotry, hatred and inequalities, and occurs frequently in actuality. When George Floyd died, Nike diverted his usual slogan « Just Do It » for :« For Once, Don't Do It » and denounced in a short only-text video racism and police violence in United-States (USA). Nike sustained action of Colin Kaepernick and launched a campaign in 2017 to show how sport fight against inequalities.